

## Message Text

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51

ACTION NEA-16

INFO OCT-01 ISO-00 EB-11 COME-00 OPIC-12 TRSE-00 OMB-01

SP-03 PA-04 PRS-01 USIA-15 CIAE-00 INR-11 NSAE-00

RSC-01 DRC-01 /077 W

----- 034185

R 051220Z SEP 74

FM AMEMBASSY TEHRAN

TO SECSTATE WASHDC 8036

INFO AMEMBASSY BEIRUT

AMEMBASSY CAIRO

AMEMBASSY JIDDA

AMEMBASSY KUWAIT

UNCLAS TEHRAN 7466

E.O. 11652: N/A

TAGS: BTRA, ETRD, EFIN, XF, IR, KU, SA, EG

SUBJ: NATIONAL ASSOCIATION OF MANUFACTURERS (NAM) MID-EAST MISSION

REF: A. STATE 178622 B. TEHRAN 6987

1. WITH MID-AMERICA TRADE MISSION EARLY NOVEMBER, EDUCATIONAL AND INDUSTRIAL TRAINING AIDS EXHIBITION AT TRADE CENTER NOVEMBER 17-21, REFERENCE NAM MISSION NOVEMBER 13-17, INCREASING NUMBER OF VISITS OF COMPANY GROUPS AND INDIVIDUALS SEEKING APPOINTMENTS WITH MINISTERS AND OTHER HIGH GOI OFFICIALS TO "ASSESS" BUSINESS CLIMATE, CONSTITUENT TRAVEL AND CODELS, THE GOI IS BECOMING HARD PRESSED IN DEALING WITH THESE GROUPS. IT IS BECOMING MORE IMPORTANT THAN EVER THAT US TRADE MISSIONS COME HERE PREPARED TO DISCUSS SPECIFIC TRADE AND INVESTMENT INTERESTS AND NOT MERELY GENERALITIES. EMBASSY EMPHASIZES THAT THE GREATER THE SPECIFICITY WITH WHICH EACH MISSION DISCUSSES MATTERS WITH THE GOI, THE GREATER THE LIKELIHOOD THAT SUBSEQUENT TRADE MISSIONS WILL BE WELL RECEIVED.

2. WE BELIEVE NAM MISSION TO BE OF MORE SIGNIFICANCE THAN MID-AMERICA GROUP AND ONE FROM WHICH EMBASSY AND US INTEREST CAN GET  
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GOOD MILAGE. NAM REPRESENTS CLEARLY IDENTIFIED FACET OF US BUSIN-

ESS LIFE, COMMANDS PRESTIGE, AND CAN SPEAK AUTHORITATIVELY FOR AMERICAN INDUSTRY. THUS, ITS VISIT WOULD ATTRACT INTEREST OF HIGH LEVEL GOI AND LOCAL BUSINESS LEADERS. HOWEVER, IDENTITY, SCOPE OF INTEREST AND LEVEL OF MISSION MEMBERS SHOULD BE CLEARLY DEFINED AND THIS EMBASSY ADVISED SOONEST. ALSO, SINCE MISSION TO BE OF TOP LEVEL EXECUTIVES, INTENSIVE AND VERY CAREFULLY PLANNED PUBLICITY CAMPAIGN SHOULD BE OUTLINED WELL IN ADVANCE OF VISIT AND COORDINATED WITH EMBASSY.

3. AS NOTED REFTTEL B RE MID-AMERICA MISSION, WE ASK THAT APPOINTMENTS FOR NAM GROUP HERE BE HANDLED IN FIRST INSTANCE THROUGH IRANIAN EMBASSY IN WASHINGTON.  
HELMS

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